

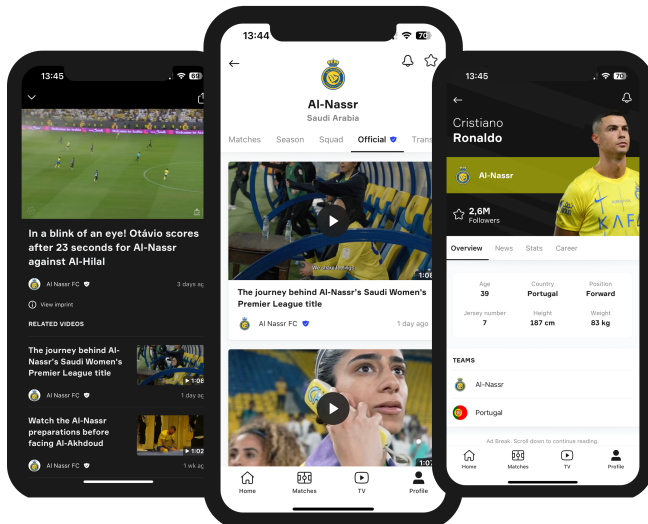


ONEFOOTBALL

AlNassr Football Club Teams Up with OneFootball to Extend Global Reach!

- ***Saudi Arabian top tier club with international superstars Cristiano Ronaldo, Marcelo Brozovic and Sadio Mané, and local talent, now live with official content on OneFootball, accessible for football fans worldwide***
- ***AlNassr will become the first club in the Kingdom of Saudi Arabia to partner with OneFootball.***

Berlin/ Riyadh, May 22, 2024: AlNassr Football Club and the premier football media platform, OneFootball, are proud to announce their partnership aimed at distributing official club content to fans in MENA and across the globe. This collaboration will see official club content including videos shared with football enthusiasts across the globe through OneFootball.



OneFootball will leverage the content from AlNassr featuring their stars, offering fans unique insights and behind-the-scenes access.

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This strategic partnership grants AlNassr access to OneFootball's extensive user base, comprising young and highly engaged football fans, predominantly consuming content on mobile devices. By leveraging OneFootball's cutting-edge technology, AlNassr will deliver unparalleled access to original club content, ensuring fans can stay connected with their favourite team and players seamlessly and in real-time worldwide.

With over 200 million fans worldwide, OneFootball stands as the leading digital media platform for the next generation of football enthusiasts and is consistently ranked as the top-rated sports app globally. AlNassr join a prestigious network of over 130 clubs, leagues, and federations partnering with OneFootball to deliver original content to fans worldwide.

Through close collaboration between AlNassr's media team and OneFootball, breaking news and official AlNassr content can be disseminated instantly via push notifications to all app users or segmented user groups, ensuring fans are always informed and engaged.

"Partnering with AlNassr Football Club marks a significant milestone for OneFootball as we continue to fulfil our mission of bringing fans closer to the clubs they love, no matter where they are in the world. This collaboration exemplifies our commitment to providing global reach for clubs while simultaneously showcasing the initial successes of our efforts to establish partnerships in Saudi Arabia and the MENA region: one of the most exciting places in the world of sports and football right now. We are thrilled to embark on this journey and this is just the beginning when it comes to strategic partnerships in this region." said **Patrick Fischer, CEO of OneFootball**.

As well as the partnership with AlNassr, OneFootball's strategic market expansion into the MENA region will also see the OneFootball App soon become available in Arabic, deepening the engagement and sharing the passion of the millions of Arabic speaking fans for football, both in KSA, MENA and across the globe.

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About OneFootball:

Founded in 2008, OneFootball is a leading football platform for a new generation of mobile-first football fans, with plans to become the football marketplace for content, products and services of the future. It serves over 200 million people every month through its owned and operated platform and video distribution network, bringing fans closer to the game with breaking news, highlight clips, live streaming, and more. OneFootball is backed by the biggest clubs in the world of football, such as Real Madrid, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus, Torino and the German Football Federation. OneFootball partners with more than 200 clubs, leagues, federations, players and broadcasters to bring their content to the OneFootball Platform across 194 markets, and with a video distribution network that includes around 250 premium publisher partners globally. For more information about OneFootball, please visit: <https://company.onefootball.com/>

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